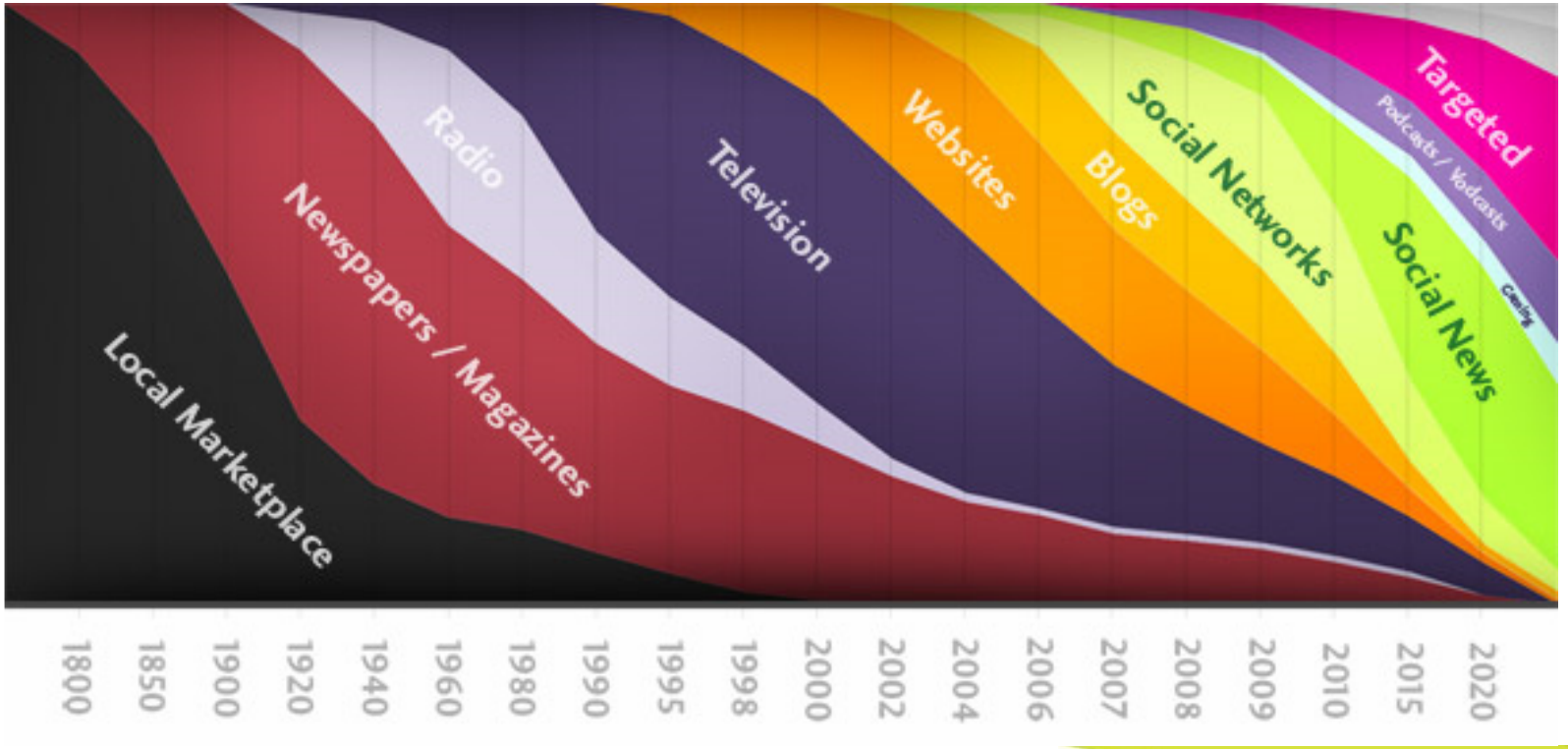
MEDIAS : REVOLUTIONS

Eric Scherer
Directeur, stratégie
et relations extérieures, AFP



irep tendances 2009

2 crises

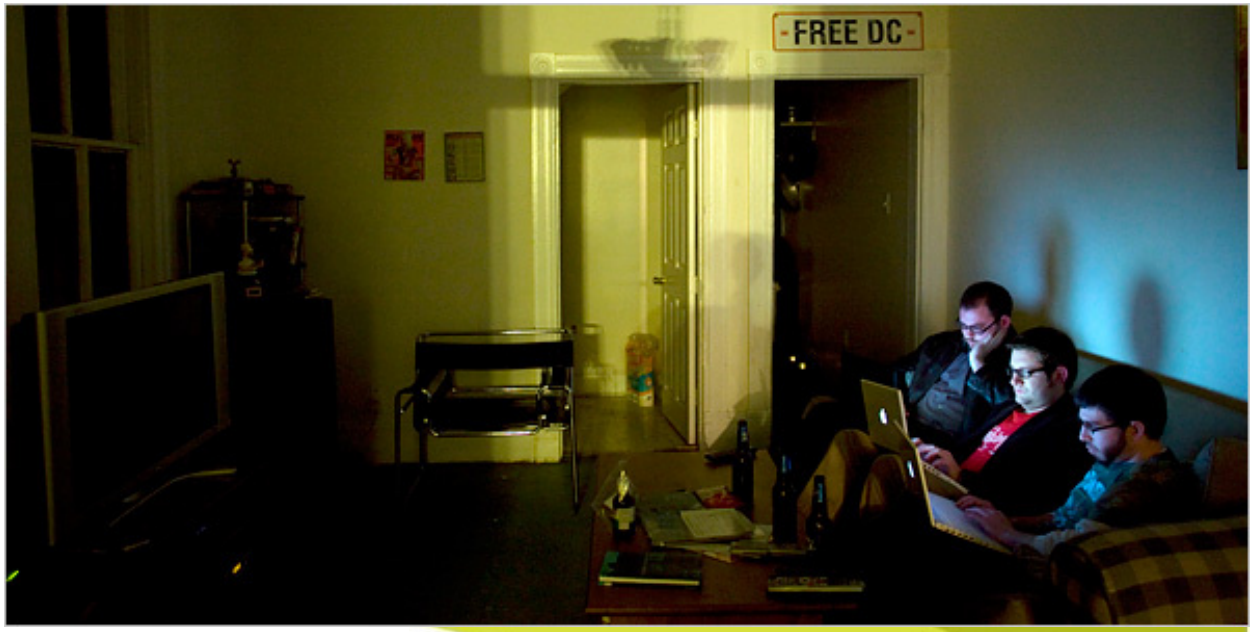
7 ruptures simultanées

multiples bouleversements

1- Rupture technologique

irep tendances 2009

2 - Valeur économique vs. usages



irep tendances 2009

3 - Attention

irep tendances 2009

4 - Modèles d’affaires

irep tendances 2009

5 - Autorité

6 - Formation

irep tendances 2009

7 - Récession

irep tendances 2009

➔ Changements systémiques

- **Désintermédiation**
- Abaissements des coûts de production et de distribution
- Atomisation des contenus et de la consommation d'infos
- Abondance vs. rareté
- Fin des monopoles, nouveaux monopoles
- Partage & collaboration
- Nouvelles monnaies d'échanges : réputation, données personnelles…

irep tendances 2009

REVOLUTION MARXISTE

La prise de contrôle des moyens de production par ceux qui en étaient privés (ET des moyens de distribution).

- **La plus importante**
- **depuis Gutenberg !**

= Désintermédiation massive

Une nouvelle époque !

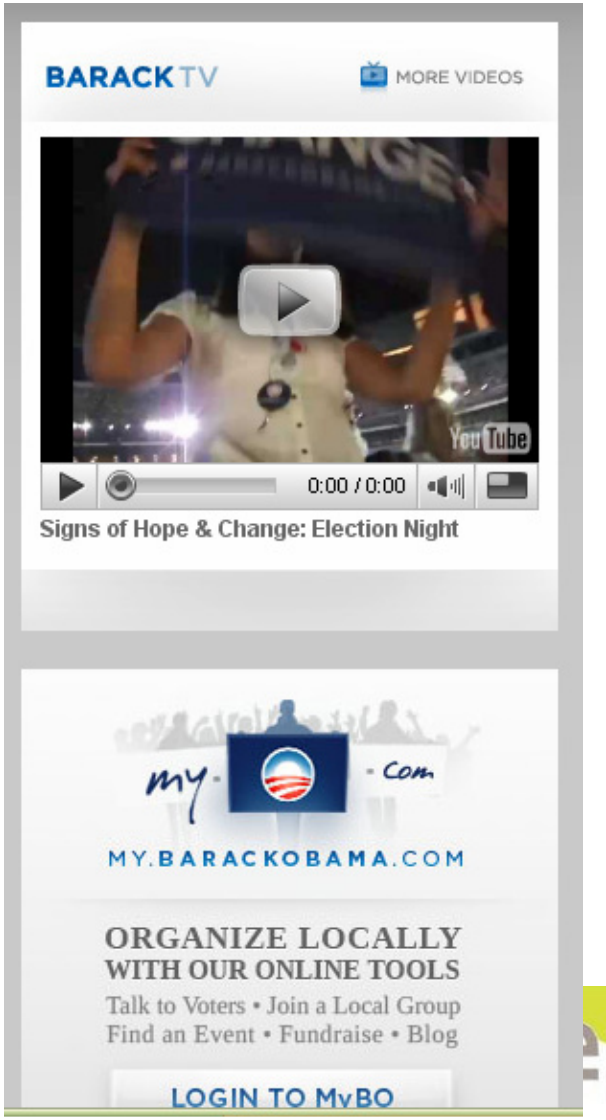
It's not just enough to change the players. We've gotta change the game.
Barack Obama

DESINTERMEDIATION : mode d'emploi

« Obama Inauguration »

- **Flickr : 43.300 résultats**
- **Google Images: 981.000 documents**
- **YouTube : 38.400 vidéos**

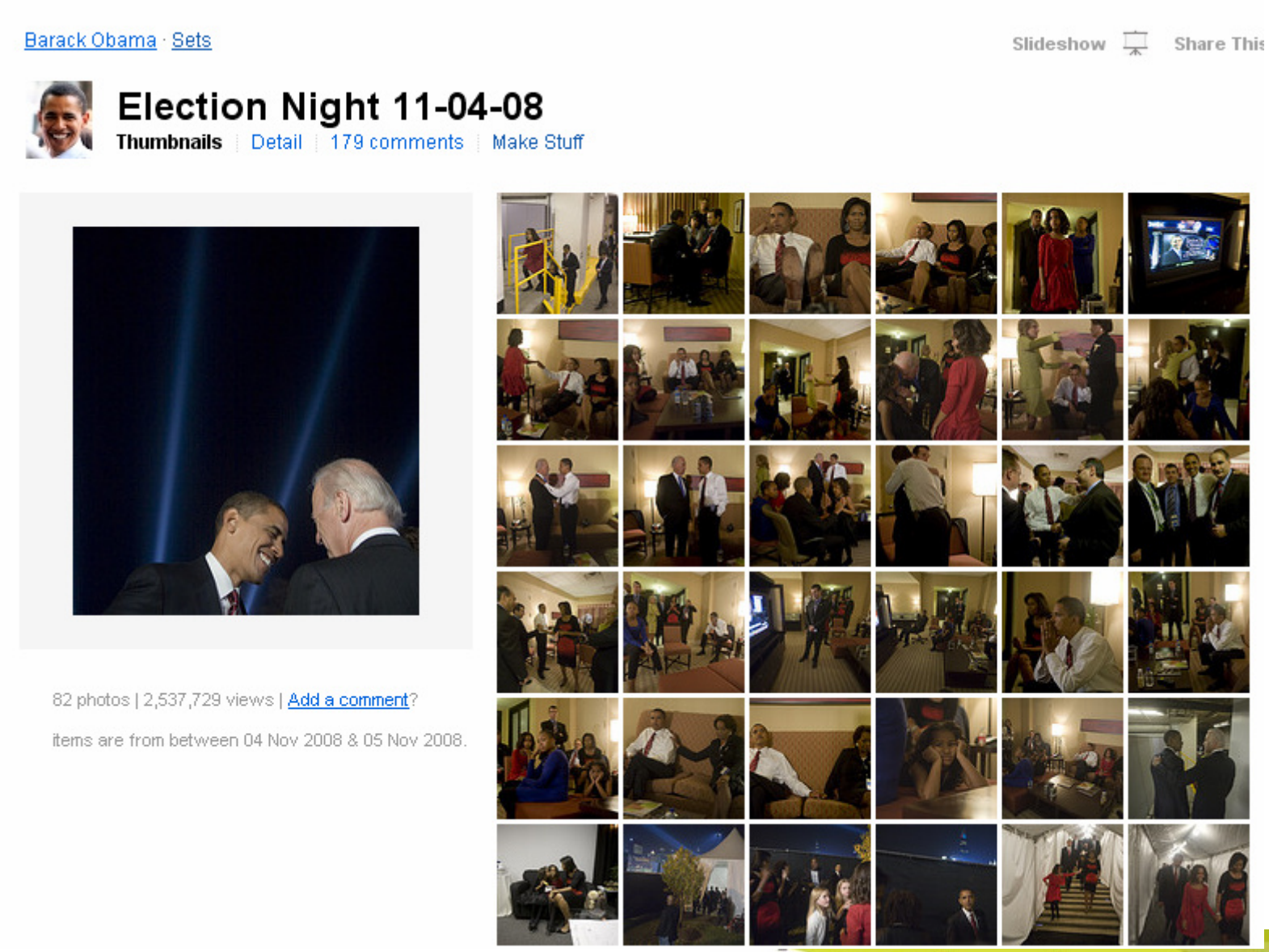
En sens inverse : Obama partout



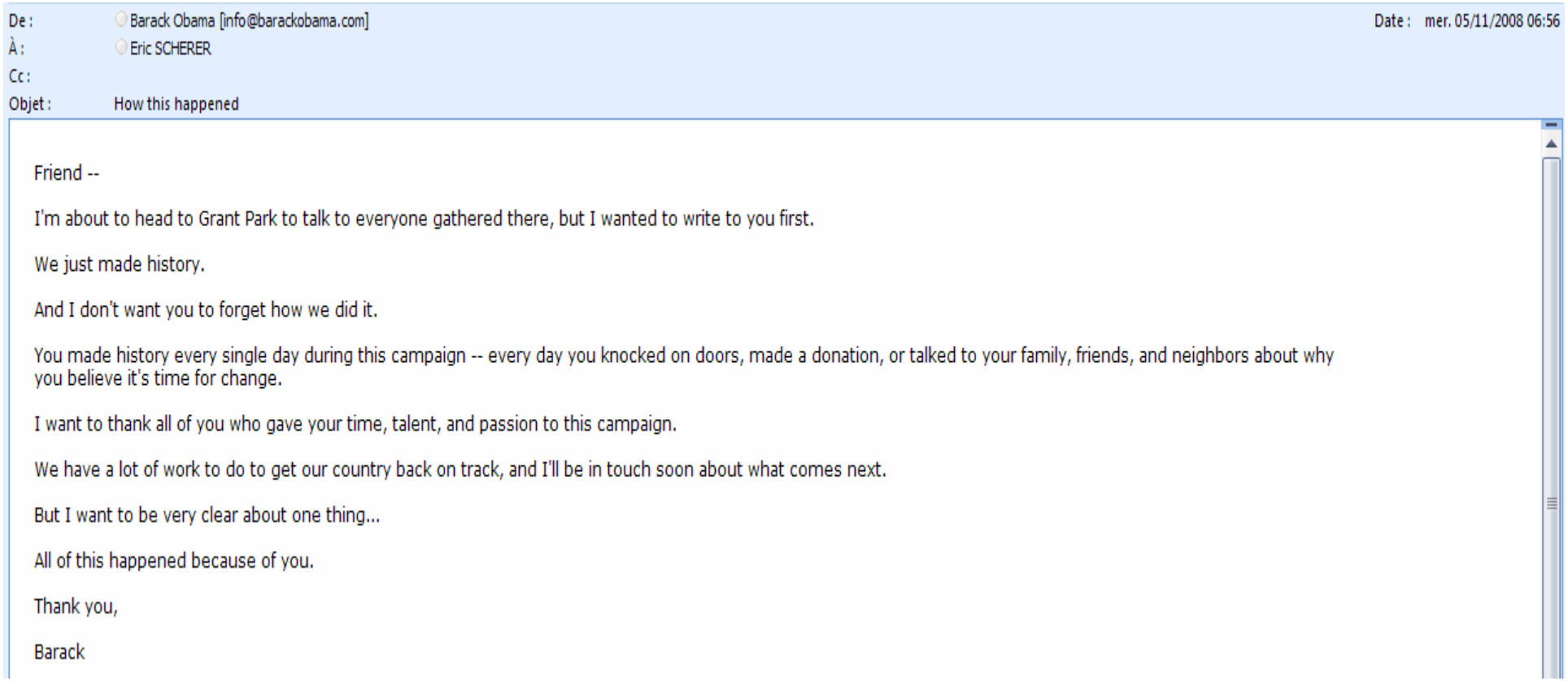
twitter
Hey there! BarackObama is using Twitter.
Join today!
BarackObama
We just made history. All of this happened because you gave your time, talent and passion. All of this happened because of you. Thanks

2009

OBAMA : 53.000 photos sur Flickr!


Barack Obama · Sets
Slideshow
Share This
Election Night 11-04-08
Thumbnails | Detail | 179 comments | Make Stuff
82 photos | 2,537,729 views | Add a comment?
items are from between 04 Nov 2008 & 05 Nov 2008.

Obama remercie d’abord les internautes



De : Barack Obama [info@barackobama.com] Date : mer. 05/11/2008 06:56
À : Eric SCHERER
Cc :
Objet : How this happened

Friend --

I'm about to head to Grant Park to talk to everyone gathered there, but I wanted to write to you first.

We just made history.

And I don't want you to forget how we did it.

You made history every single day during this campaign -- every day you knocked on doors, made a donation, or talked to your family, friends, and neighbors about why you believe it's time for change.

I want to thank all of you who gave your time, talent, and passion to this campaign.

We have a lot of work to do to get our country back on track, and I'll be in touch soon about what comes next.

But I want to be very clear about one thing...

All of this happened because of you.

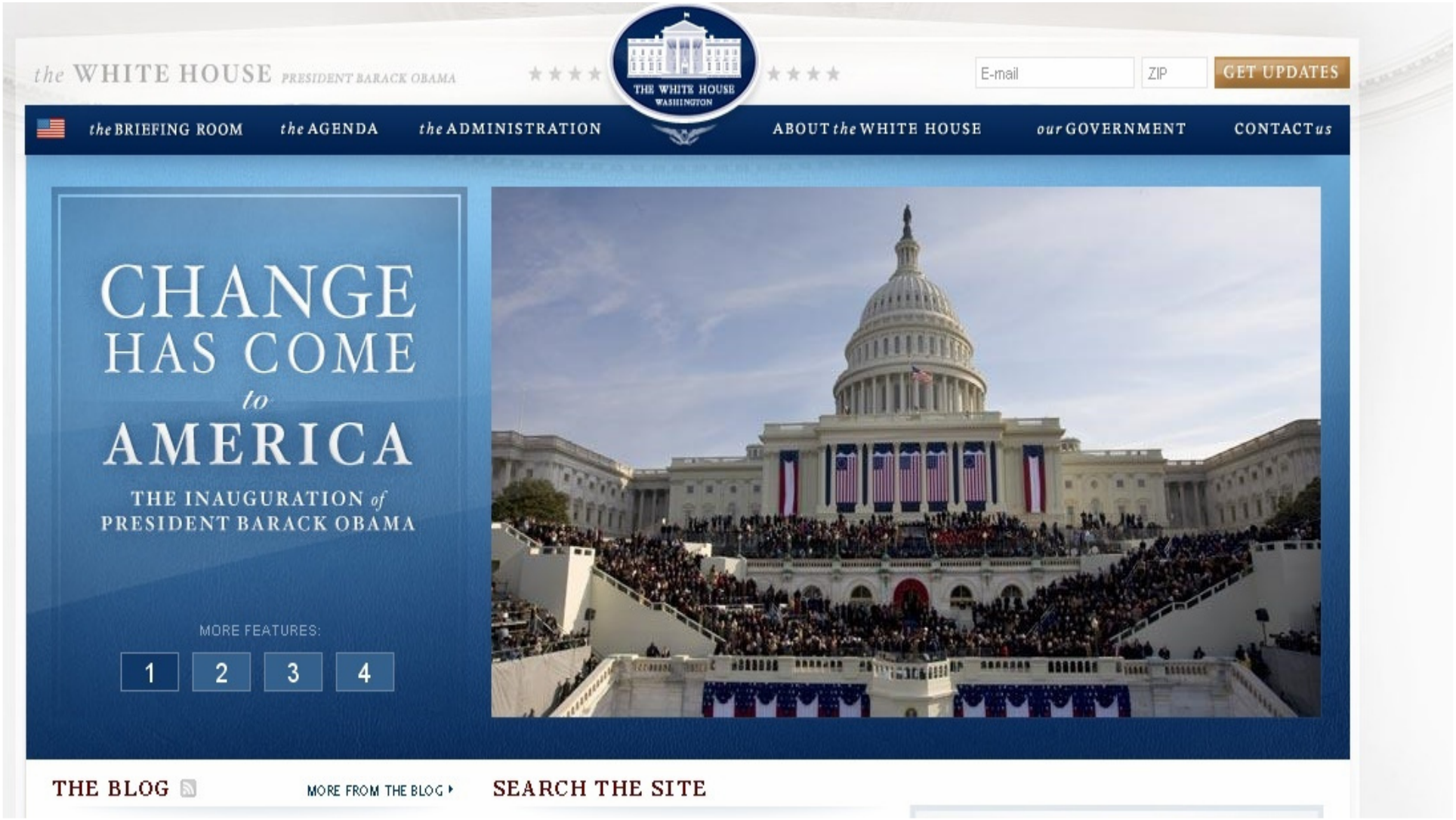
Thank you,

Barack

A YouTube Presidency

SATURDAY, NOVEMBER 15, 2008 | 66 DAYS UNTIL INAUGURATION
Email Address
Zip Code
SUBMIT
CHANGE.GOV
OFFICE OF THE PRESIDENT-ELECT
"Today we begin in earnest the work of making sure that the world we leave our children is just a little bit better than the one we inhabit today."
- President-elect Barack Obama
HOME
NEWSROOM
BLOG
LEARN
AGENDA
AMERICAN MOMENT
AMERICA SERVES
JOBS
ABOUT
SEARCH
YOUR WEEKLY ADDRESS
President-elect Barack Obama discusses the current economic crisis in a new web video.
WATCH the VIDEO
AN AMERICAN MOMENT
The story of this campaign is your story. It is about the great things we can do when we come together around a common purpose.
We want to hear your inspiring stories from the campaign and Election Day.
TELL US YOUR STORY
Your Weekly Address
THE NEWSROOM
UPCOMING EVENTS

Investiture : la Maison Blanche blogue !



3/26/09: White House Press Briefing

Barack Obama's White House Presidential Office (D) posted a Video (YouTube) on March 26, 2009 | 11:30 pm - Original Item - Comments

the WHITE HOUSE PRESIDENT BARACK OBAMA
E-mail
ZIP
GET UPDATES
the BRIEFING ROOM
the AGENDA
the ADMINISTRATION
ABOUT the WHITE HOUSE
our GOVERNMENT
CONTACT us
THE WHITE HOUSE IS
OPEN for QUESTIONS
ONLINE
TOWN HALL
The President is holding a new kind of online town hall where he will answer the questions you submitted and voted on for him. The event begins here at 11:30am ET. You can read the most popular questions submitted on the economy below.
02:14 / LIVE
CC

Open For Questions
Search
Home
You've contributed:
0 votes
0 questions
Pick a topic:
Education
Home Ownership
Health Care Reform
Veterans
Small Business
Auto Industry
Retirement Security
Green Jobs and Energy
Financial Stability
Jobs
Budget
Terms of Service -
Privacy Policy -
Sign In
Your Questions on the Economy
Privacy info
0:00 / 1:27
The White House is open for questions.
We invite you to participate in our community-moderated online town hall. Submit your own question about the economy and vote on submissions from others. We also encourage you to include a link to a video of yourself asking your question (ideally 30 seconds or less), but text submissions are all you need. Come back on Thursday to watch the President answer some of the most popular submissions live at WhiteHouse.gov.
UPDATE: The online town hall will be at 11:30 AM Eastern, the voting will close at 9:30 AM.
92,925 people have submitted 104,127 questions and cast 3,606,833 votes
Please sign in to vote on questions and suggest your own.
View Questions

Je vous disais que ça allait continuer….

De : President Barack Obama [info@barackobama.com]
À : Eric SCHERER
Cc :
Objet : A call to action

Eric --

This morning, Michelle and I awoke to some surprising and humbling news. At 6 a.m., we received word that I'd been awarded the Nobel Peace Prize for 2009.

To be honest, I do not feel that I deserve to be in the company of so many of the transformative figures who've been honored by this prize -- men and women who've inspired me and inspired the entire world through their courageous pursuit of peace.

But I also know that throughout history the Nobel Peace Prize has not just been used to honor specific achievement; it's also been used as a means to give momentum to a set of causes.

That is why I've said that I will accept this award as a call to action, a call for all nations and all peoples to confront the common challenges of the 21st century. These challenges won't all be met during my presidency, or even my lifetime. But I know these challenges can be met so long as it's recognized that they will not be met by one person or one nation alone.

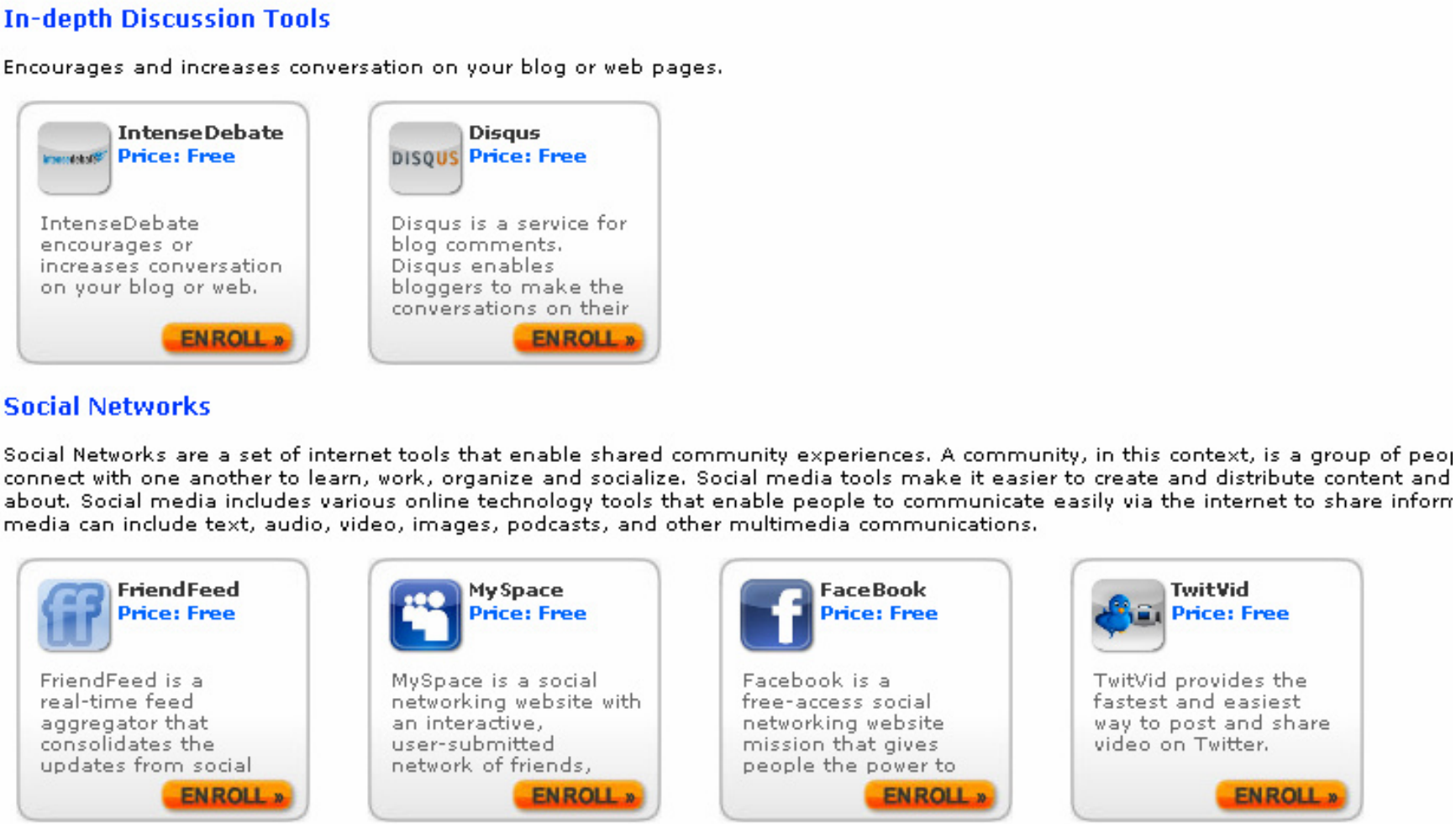
This award -- and the call to action that comes with it -- does not belong simply to me or my administration; it belongs to all people around the world who have fought for justice and for peace. And most of all, it belongs to you, the men and women of America, who have dared to hope and have worked so hard to make our world a little better.

So today we humbly recommit to the important work that we've begun together. I'm grateful that you've stood with me thus far, and I'm honored to continue our vital work in the years to come.

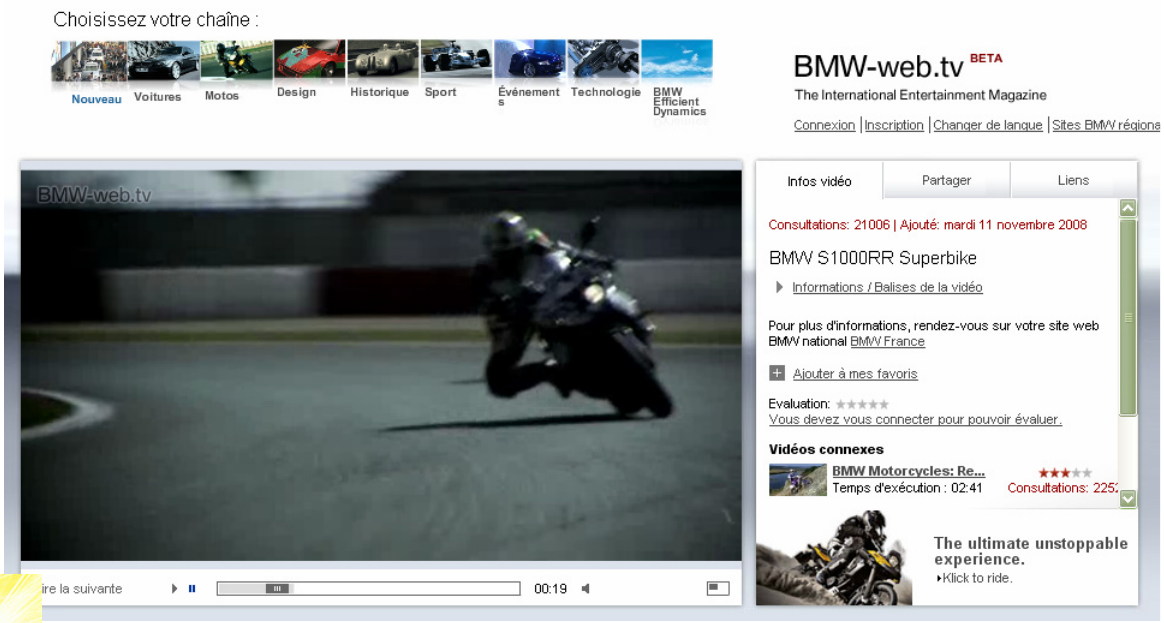
Thank you,

President Barack Obama

Obama ouvre une app'store


In-depth Discussion Tools
Encourages and increases conversation on your blog or web pages.
IntenseDebate
Price: Free
IntenseDebate encourages or increases conversation on your blog or web.
ENROLL »
Disqus
Price: Free
Disqus is a service for blog comments. Disqus enables bloggers to make the conversations on their
ENROLL »
Social Networks
Social Networks are a set of internet tools that enable shared community experiences. A community, in this context, is a group of peo
connect with one another to learn, work, organize and socialize. Social media tools make it easier to create and distribute content and
about. Social media includes various online technology tools that enable people to communicate easily via the internet to share inform
media can include text, audio, video, images, podcasts, and other multimedia communications.
FriendFeed
Price: Free
FriendFeed is a real-time feed aggregator that consolidates the updates from social
ENROLL »
MySpace
Price: Free
MySpace is a social networking website with an interactive, user-submitted network of friends,
ENROLL »
FaceBook
Price: Free
Facebook is a free-access social networking website mission that gives people the power to
ENROLL »
TwitVid
Price: Free
TwitVid provides the fastest and easiest way to post and share video on Twitter.
ENROLL »

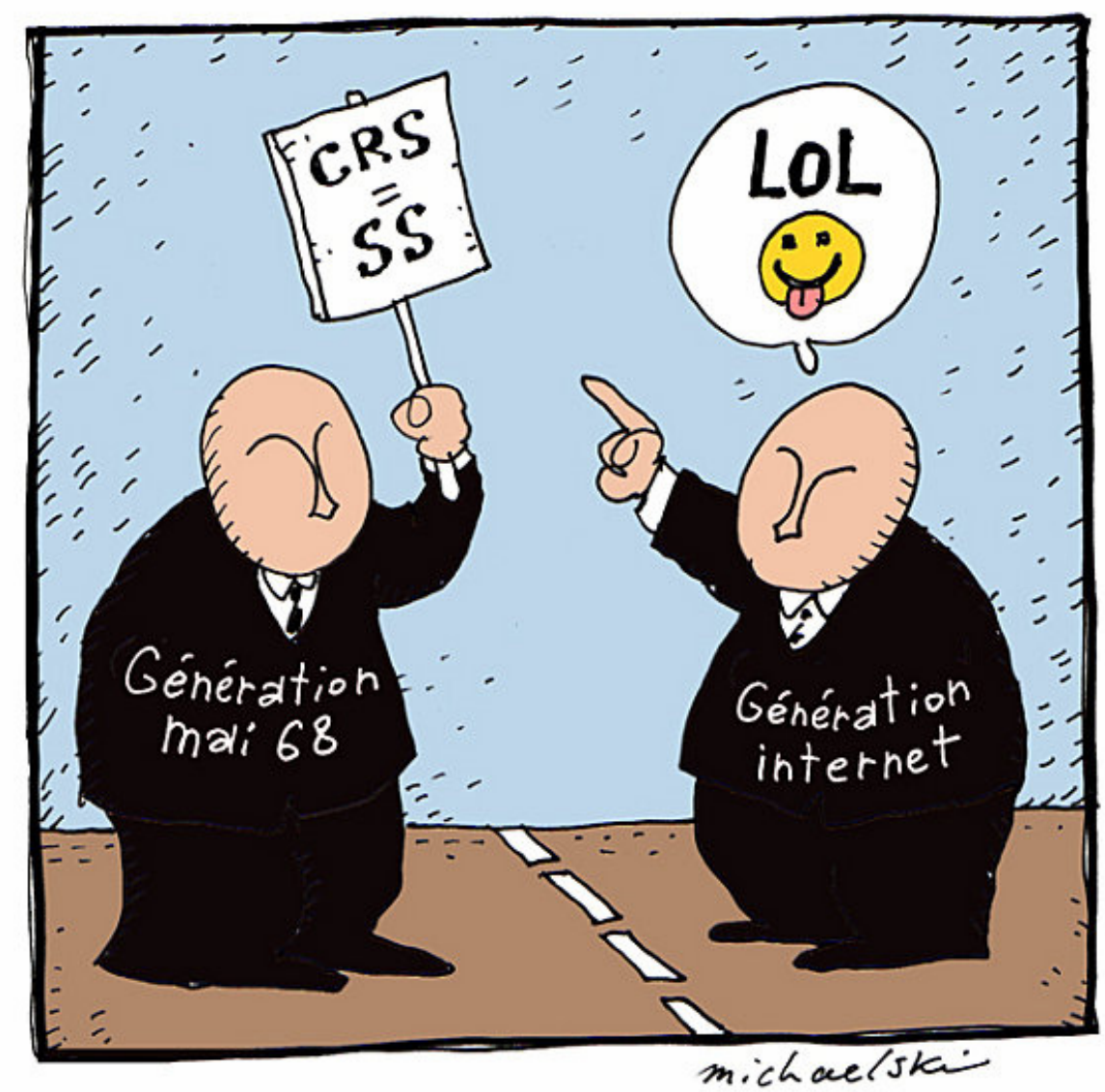
Pas qu'en politique ! BMW TV, CdC/grippeA on Twitter …



FUTURITY
Discover t
NEWS FROM LEADI
EARTH & ENVIRONMENT
HEALTH & MEDICINE
SCIENCE & DESIGN
SOCIETY & CULTURE
'Punk-size' T. rex found in China
TOP STORIES | SEPTEMBER 18TH, 2009 | COMMENTS
CHICAGO—A 9-foot dinosaur from northeastern China had evolved all the hallmark anatomical features of *Tyrannosaurus rex* at least 125 million years ago, including a large head compared to its torso, tiny arms, and lanky feet well-suited for running.
Read more

irep tendances 2009

COMMENT EN EST-ON ARRIVE LA ?



irep tendances 2009

La génération M

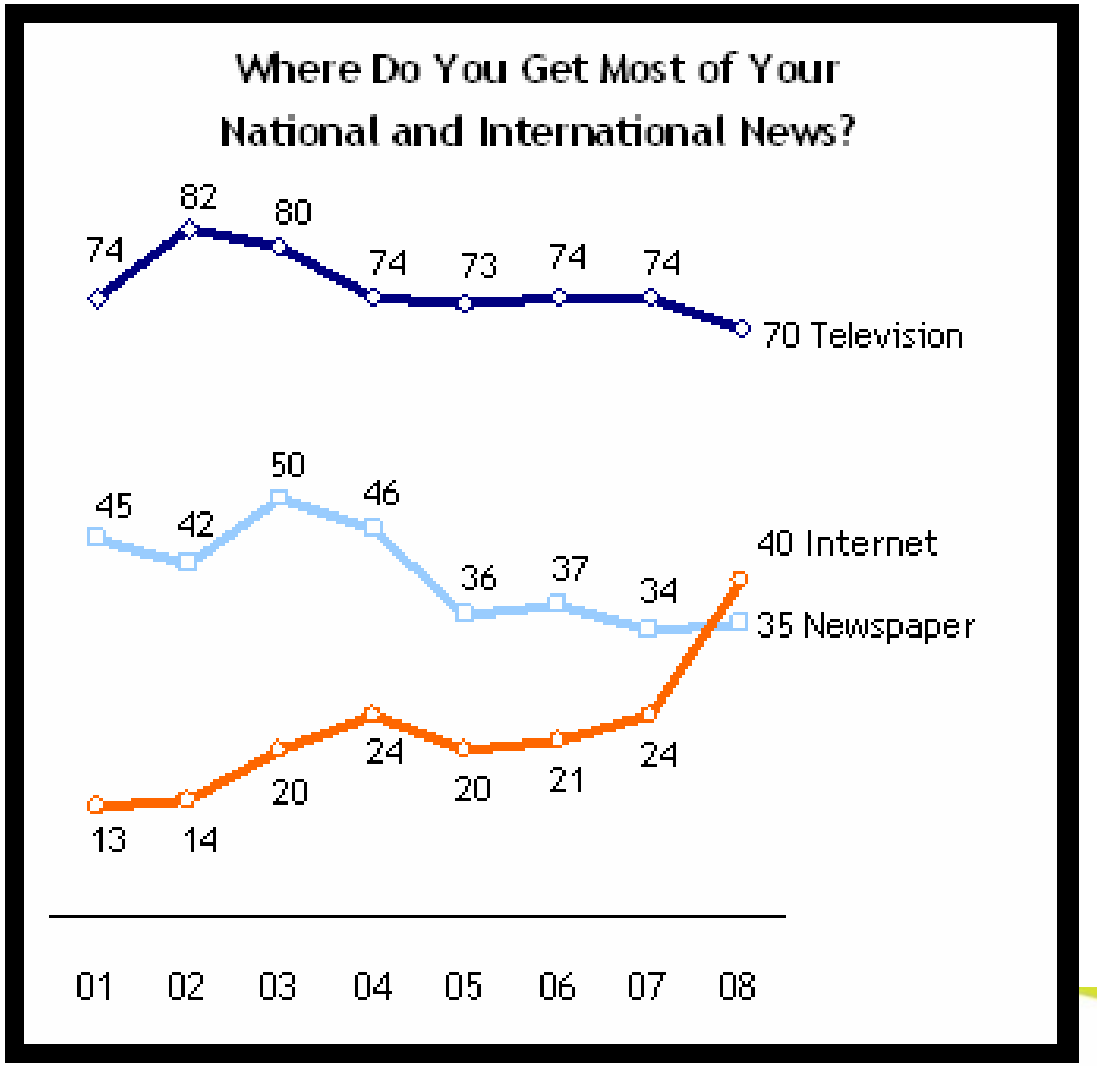
- ***« Millenials, Multimedia, Multitasking, Mobile »***

- **Les natifs numériques = 25% des pays riches**

- **La moitié du Canada est sur Facebook, un quart des Etats-Unis sur MySpace !**

- **“A 25 ans, les jeunes auront déjà passé plus de 30.000 heures sur Internet et les jeux vidéos”.**
  (BusinessWeek)

Internet dépasse la presse papier



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Et Internet accélère !

Q: Which information source do you believe to be most reliable?	
Internet	38%
Television	17%
Newspapers	16%
Radio	13%
Other/not sure	17%

Pub : pour la 1ère fois, les médias numériques dépassent radios, TV et journaux dans la pub des PME US

irep tendances 2009

Circulation idéale & multiplateformes de l'info

1 - Les « breaking news » arrivent sur nos mobiles.

2 - Nous en regardons les développements sur nos ordinateurs.

3 – Nous cherchons des illustrations et de « la couleur » à la télévision.

4 – Nous voulons le contexte et l'explication dans nos journaux et magazines.

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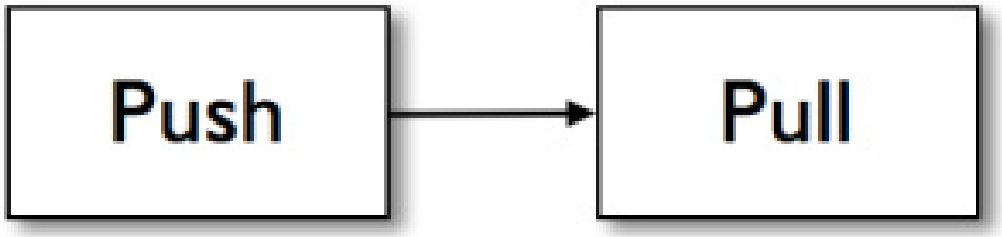
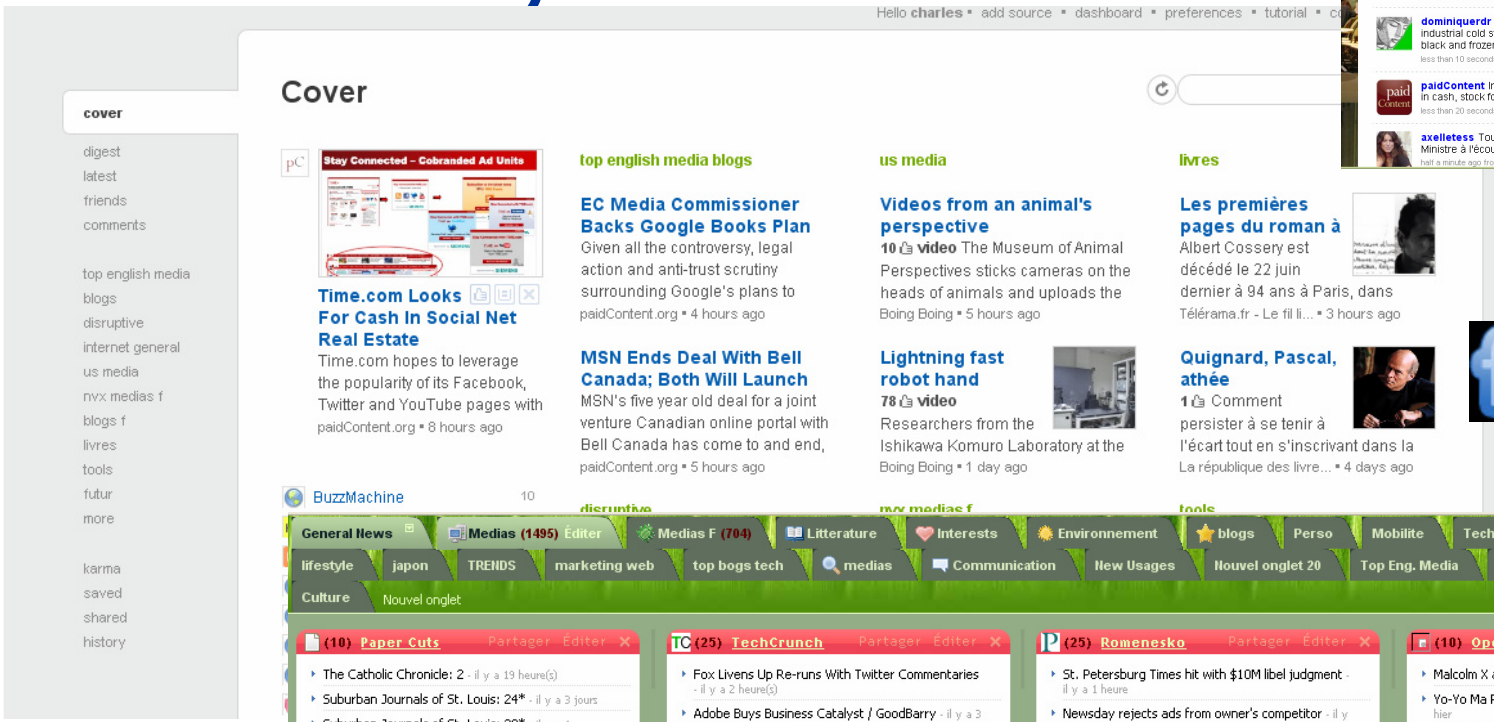
Mais génération « à la demande » !



Netvibes, Feedly, Twitter, Friendfeed...


Hello charles · add source · dashboard · preferences · tutorial
Cover
cover
digest
latest
friends
comments
top english media
blogs
disruptive
internet general
us media
nyx medias f
blogs f
livres
tools
futur
more
karma
saved
shared
history
Stay Connected – Cobranded Ad Units
Time.com Looks For Cash In Social Net Real Estate
Time.com hopes to leverage the popularity of its Facebook, Twitter and YouTube pages with
paidContent.org · 8 hours ago
top english media blogs
EC Media Commissioner Backs Google Books Plan
Given all the controversy, legal action and anti-trust scrutiny surrounding Google's plans to
paidContent.org · 4 hours ago
MSN Ends Deal With Bell Canada; Both Will Launch
MSN's five year old deal for a joint venture Canadian online portal with Bell Canada has come to and end,
paidContent.org · 5 hours ago
us media
Videos from an animal's perspective
10 video The Museum of Animal Perspectives sticks cameras on the heads of animals and uploads the
Boing Boing · 5 hours ago
Lightning fast robot hand
78 video
Researchers from the Ishikawa Komuro Laboratory at the
Boing Boing · 1 day ago
livres
Les premières pages du roman à
Albert Cossery est décédé le 22 juin dernier à 94 ans à Paris, dans
Télérama.fr - Le fil li... · 3 hours ago
Quignard, Pascal, athée
1 Comment
persister à se tenir à l'écart tout en s'inscrivant dans la
La république des livre... · 4 days ago
BuzzMachine 10
disruptive
nyx medias f
tools

General News
Medias (1495) Éditer
Medias F (704)
Litterature
Interests
Environnement
blogs
Perso
Mobilite
Tech
politique
PR
lifestyle
japon
TRENDS
marketing web
top bogs tech
medias
Communication
New Usages
Nouvel onglet 20
Top Eng. Media
USA
sites recos cools
Culture
Nouvel onglet
(10) Paper Cuts
The Catholic Chronicle: 2
Suburban Journals of St. Louis: 24*
Suburban Journals of St. Louis: 28*
Nichi Bei Times: Unknown
suivant
(10) ProPublica:
How Are You Using ChangeTracker?
White House Updates Bush's Biography: Less Prosperity, More BBQ
Investigative Highlights From the (Closing) Rocky Mountain News
ChangeTracker: What Else Should We Track?
Critics Say U.S. Radio Program for Darfur Goes Soft on Sudan
Where Things Stand: Alhurra
Senate Panel Seeks to Reinstate Voice of America Cuts
suivant
(15)
(25) TechCrunch
Fox Livens Up Re-runs With Twitter Commentaries
Adobe Buys Business Catalyst / GoodBarry
Platogo To Open Its Private Beta, And We Have Invites
Netvibes Re-sells Tech To Germany's T-Online In Its Race To Make A Buck
suivant
(10) Online
Where are the tribunes of the people in the health-care debate?
The University of Montana's online Rural News Network sustains community ties as newspapers close
LA Times redesign doesn't quite click
Inspiring journalism students to believe... they 'can do anything!'
suivant
(20) WHAT'S NEXT:
THE SHRINKING OF NEWSWEEK
(25) Romenesko
St. Petersburg Times hit with $10M libel judgment
Newsday rejects ads from owner's competitor
Orange County Register parent expected to declare bankruptcy this week
US military cancels contract with firm that graded journalists
Philly papers, creditors announce a series of accords
Obama's vacation fans a long-running newspaper war
Army admits it used Rendon Group's profiles of journalists to reject embeds
suivant
(50) Project for
Newspaper slump deepens as 2Q ad sales fall 29 pct
Michael Liedtke, Associated Press, August 28, 2008
Harry and Louise on Steroids: Why issue and advocacy advertising has become such a growth business
Jon Fine, Business Week, August 27, 2008
(10) Open Culture
Malcolm X at Oxford, 1964
Yo-Yo Ma Plays Bach at Ted Kennedy's Funeral
Darwin's Dangerous Idea
Dominick Dunne Looks at the Dark Side
suivant
(10) Search Engine
How To Choose A Web Analytics Solution
Wolfram Alpha To Enable API, Open Data To Others
Boost Quality Scores With These Simple Tips
Microsoft's Lu A Formidable Search Foe For Google
suivant
(44) 6th
Mobile publishing
Multiblog of London event
2009

« Si une info est importante, elle me trouvera ! »

- **Phénomène basé sur l'utilisation et le partage**

- **Les jeunes ont une relation avec un article, une photo, ou une vidéo d'un média traditionnel, mais plus une relation avec la Une d'un journal ou même d'un site Web.**

- ***« EVERY PAGE IS NOW A FRONT PAGE ! »***

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«Good enough" is perfect !

- ***Cheap, Fast, Simple***

- **« Commoditization » : l'info est disponible !**
- **Lance d'incendie pour remplir le verre d'eau (vs. qualité)**
- **Les marques comptent moins**

irep tendances 2009

Média en paquets, c’est fini !

- En ligne, plus possible d'avoir des sites d'infos avec 20% de contenus intéressants et 80% de déchets !
- Fin du lecteur enfermé et des monopoles !
- Nécessité absolue de valeur ajoutée et de rareté face à la banalisation.
- Personnalisation.

irep tendances 2009

Le nouveau paysage

- **Paradoxe de la révolution numérique**
- **Migration incomplète vers le web**
- **Nous n’en sommes qu’au début.**

- **Tout est à inventer !**

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1er site d'infos aux Etats-Unis ?

Have questions? *Find out how to ask questions and get answers.*

Try Beta | Log in / create account

main page | discussion | view source | history

WIKIPEDIA
The Free Encyclopedia

navigation
- Main page
- Contents
- Featured content
- Current events
- Random article

search
Go | Search

interaction
- About Wikipedia
- Community portal
- Recent changes
- Contact Wikipedia
- Donate to Wikipedia
- Help

toolbox
- What links here
- Related changes
- Upload file
- Special pages
- Printable version
- Permanent link

Welcome to Wikipedia,

the free encyclopedia that anyone can edit.

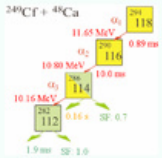
3,056,693 articles in English

- Arts
- Biography
- Geography
- History
- Mathematics
- Science
- Society
- Technology
- **All portals**

Overview · Editing · Questions · Help

Contents · Categories · Featured content · A–Z index

Today's featured article



Ununoctium is the temporary IUPAC name for the transactinide element having the atomic number 118. On the periodic table of the elements, it is a p-block element and the last one of the 7th period. Ununoctium is currently the only synthetic member of group 18. It has the highest atomic number and highest atomic mass of all discovered elements. The radioactive ununoctium atom is very unstable, and since 2002, only three atoms (possibly four) of the isotope ^{294}Uuo have been detected. While this allowed for very little experimental characterization of its properties and possible compounds, theoretical calculations have allowed for many predictions, including some very unexpected ones. For example, although ununoctium is a member of group 18, it is probably not a noble gas like all the other group 18 elements. It was formerly thought to be a gas but is now predicted to be a solid under normal conditions. In late 1998, Polish physicist Robert Smolanczuk published calculations on the fusion of atomic nuclei towards the synthesis of superheavy atoms, including element 118. His calculations suggested that it might be possible to make element 118 by fusing lead with krypton under carefully controlled conditions. (**more...**)

Recently featured: Plymouth Colony – Catherine de' Medici – *Star Trek VI: The Undiscovered Country*

Archive – By email – **More featured articles...**

Did you know...

In the news

- NASA's LCROSS spacecraft *(artist's impression pictured)* successfully **impacts** the Moon, after launching a Centaur booster rocket at the Cabeus crater, in order to search for water.
- U.S. President Barack Obama **wins** the 2009 Nobel Peace Prize.
- Romanian-born German novelist **Herta Müller** wins the 2009 Nobel Prize in Literature.
- ***The Red Book*** by Swiss psychiatrist Carl Jung is published and displayed in public for the first time.
- **Venkatraman Ramakrishnan**, **Thomas A. Steitz** and **Ada E. Yonath** win the 2009 Nobel Prize in Chemistry for their work on the structure and function of the ribosome.
- The discovery of the **Phoebe ring** of Saturn, which has a radius 300 times that of the planet, is announced.

Wikinews – **Recent deaths** – **More current events...**

On this day...

October 9: **Hoshana Rabbah** (Judaism, 2009); **Shemini Atzeret** begins at sunset (Judaism, 2009); Independence Day in **Uganda**; **Hangul Day** in South

irep tendances 2009

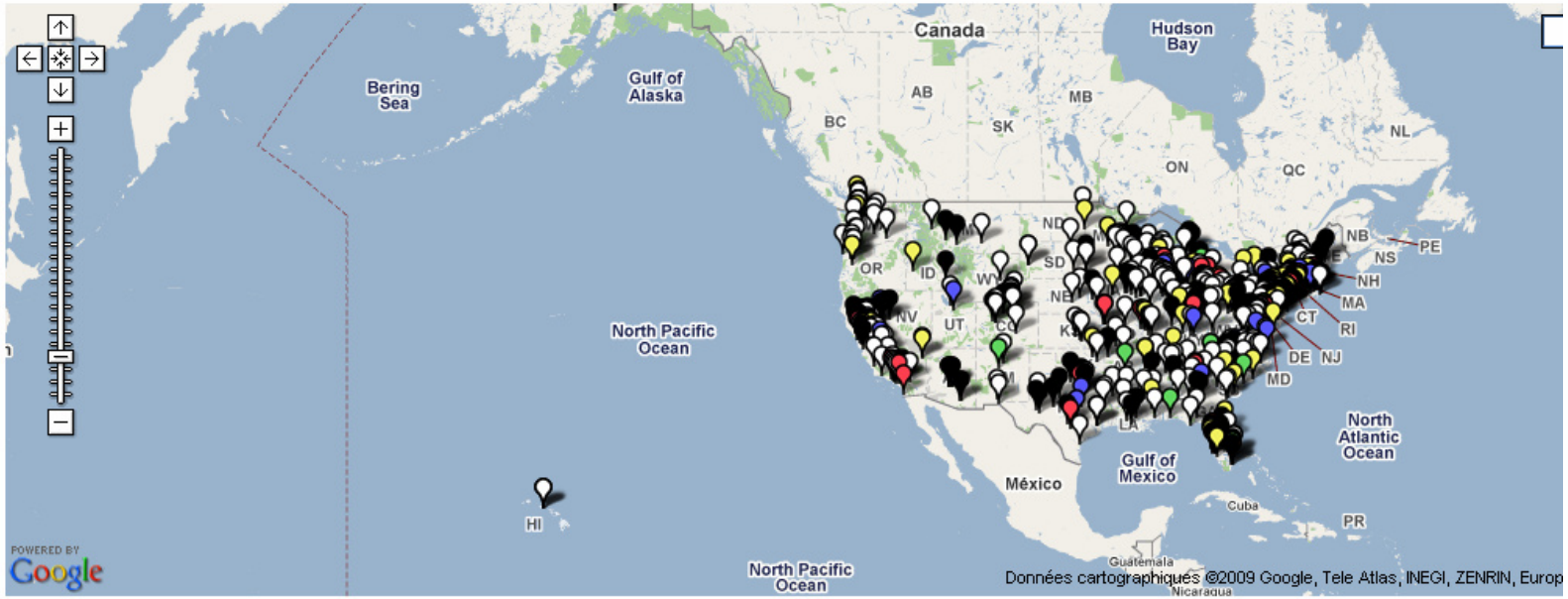
Quelle réaction des médias?

irep tendances 2009

2009 total: 13,668+ jobs

Layoffs and buyouts at U.S. newspapers in 2009

Jump to othe



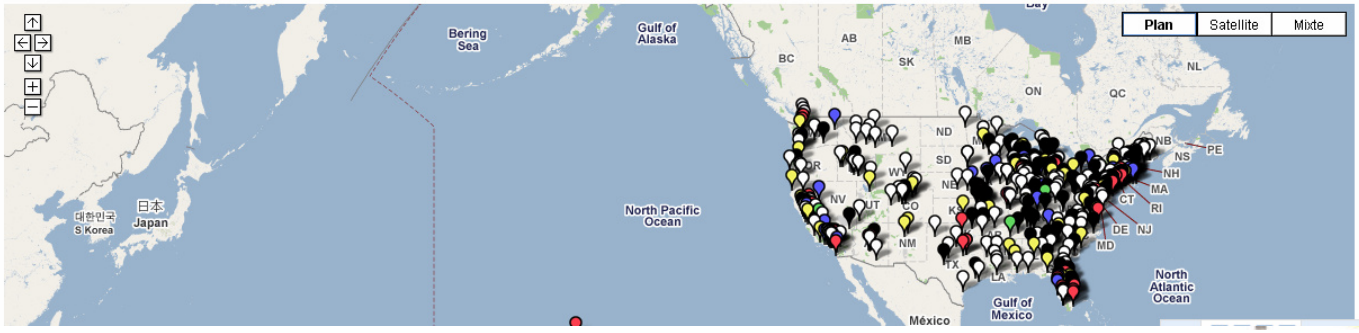
MAP KEY: = 1-24 = 25-49 = 50-74 = 75-99 = 100+ = Unknown

paper cuts

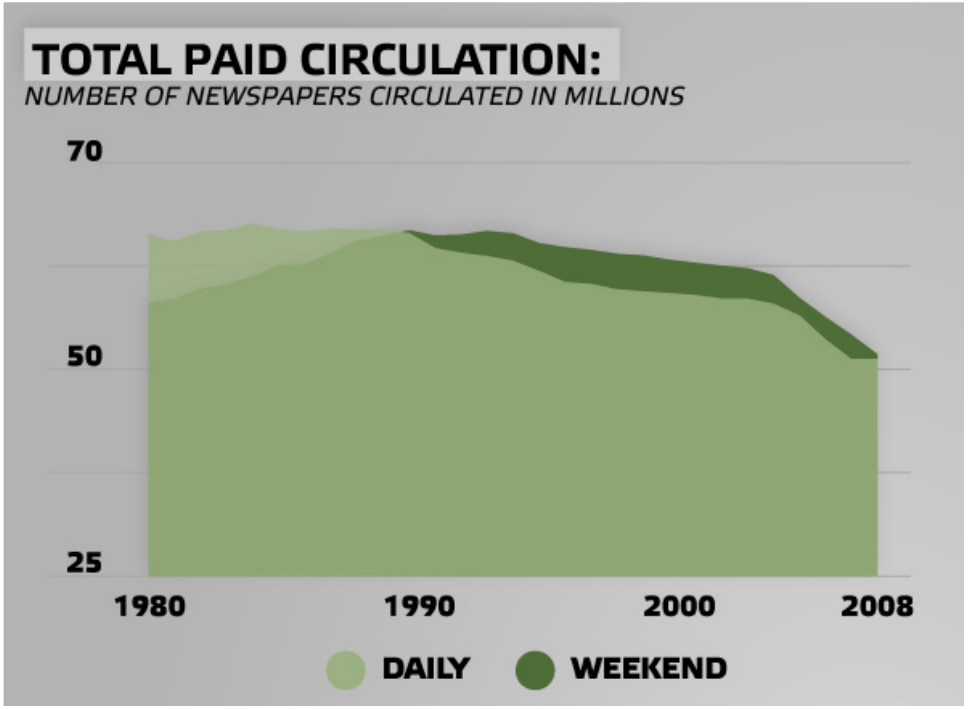
2008 total: 15,970+ jobs

Layoffs and buyouts at U.S. newspapers in 2008

Jump to other layoff maps and information



endances 2009



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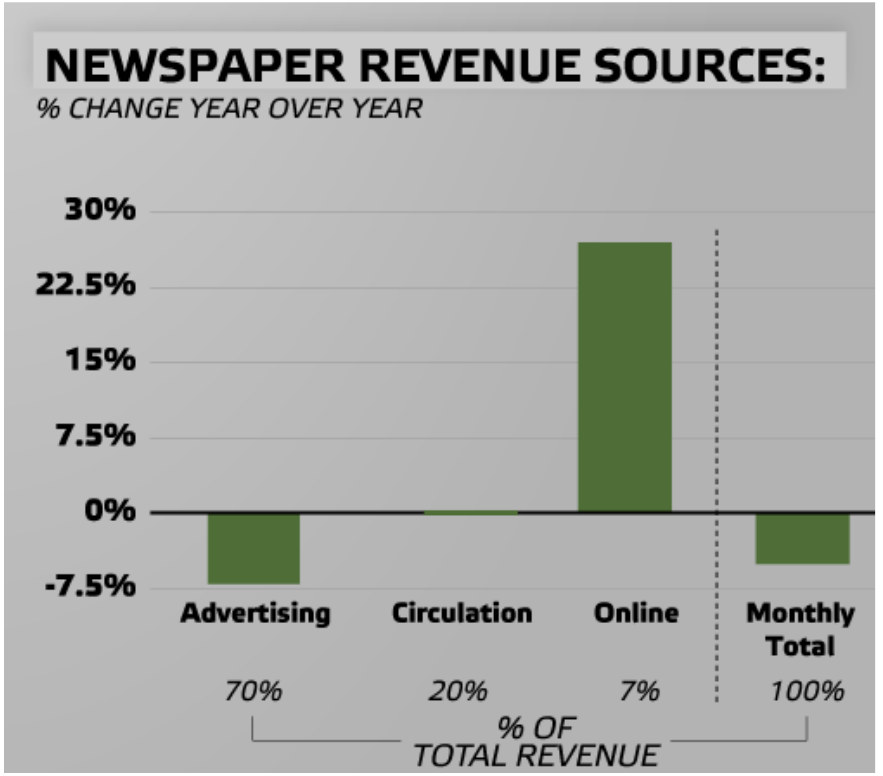
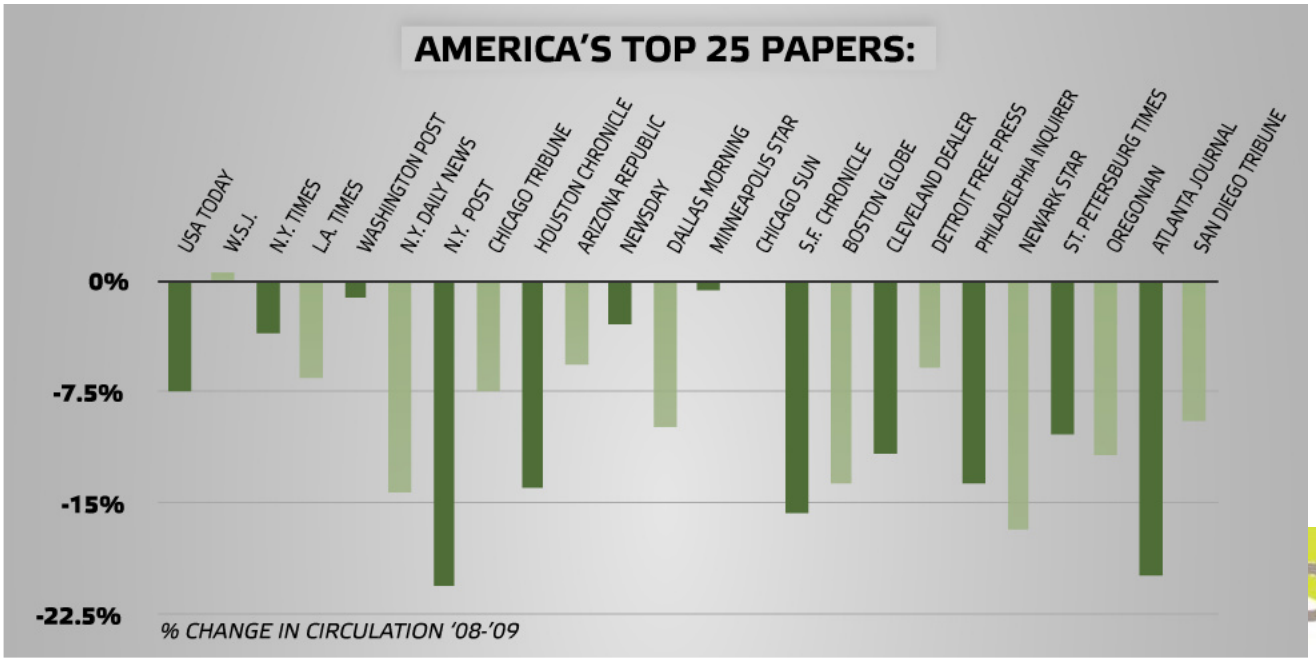




tendances 2009

L’effondrement des journaux US

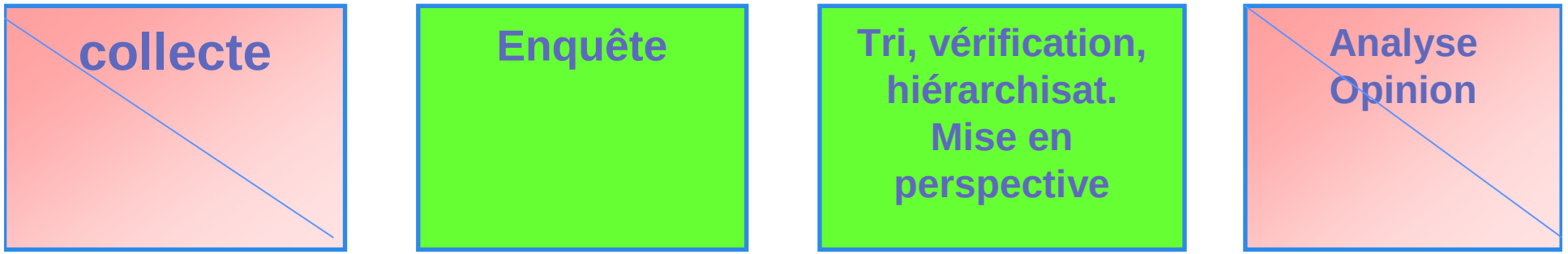
- **<u>Des grandes villes ont perdu leurs journaux</u> : Denver (Rocky Mountain News, Seattle Post Intelligence**

- **<u>Dépôts de bilan</u> : Los Angeles Times, Chicago Tribune, Chicago Sun Times, Philadelphie Inquirer**
- **<u>En grand danger :</u> Boston Globe**
- **<u>Menacé</u> : New York Times**

Développements récents

- **Le découplement pub / journalisme + la migration accélérée vers le web**
- **Le retour du payant sur le web ?**
- **Le web instantané & le streaming**
- **L'iPhone et l'ebook**
- **Le Pulitzer ouvert au journalistes du Web**
- **Le journalisme de liens, le fact checking, le journalisme visuel, éditorialisation**
- **Le non profit pour l'investigation**
- **L'arrêt du print du Christian Science Monitor**

Que reste-t-il aux journalistes ?



Partagée

Menacée

Partagée

Quel nouveau journalisme ?

« The solution for Information overload is Journalism »

(Mike Oreskes – IHT)

- ***Simplifier le monde, éduquer, expliquer***
- ***Assembler et mettre vite en perspective***

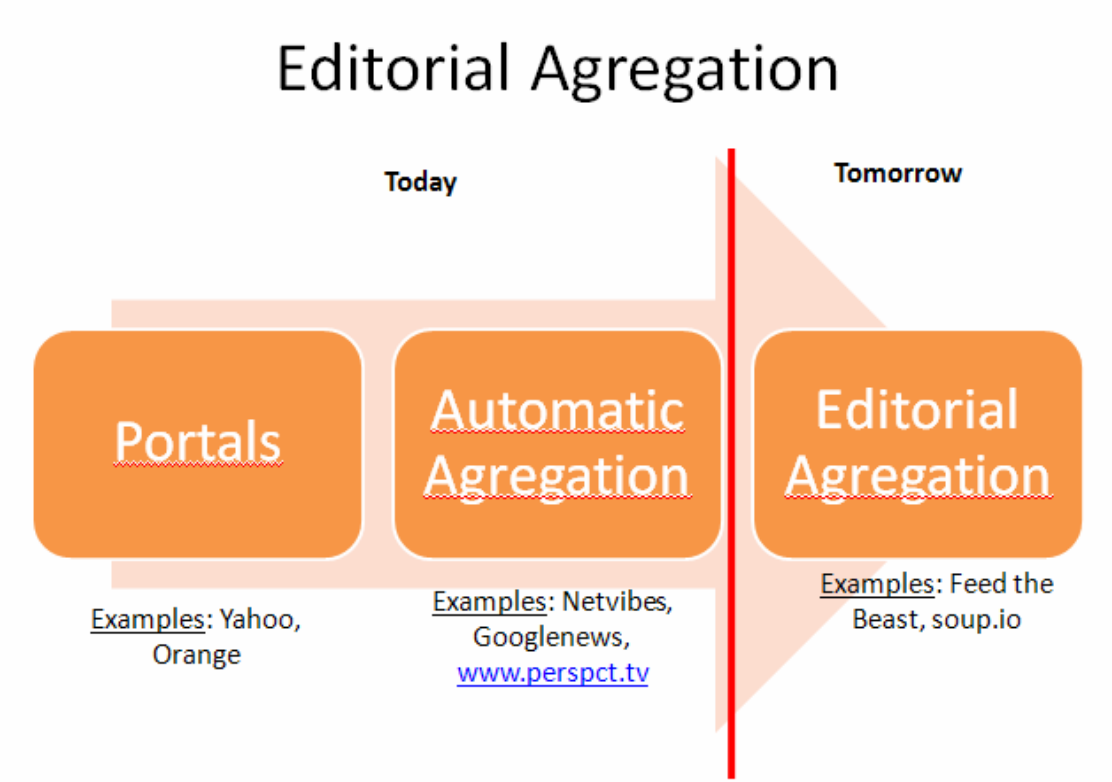
“News is a commodity, but insight and intelligence are not”

(Rona Fairhead, CEO Financial Times)

Éditorialisation et retour des médiateurs

« So much data, so little time ! »

Face à l'infobésité, la cure !



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Double impératif

- **Des contenus différents, à forte valeur ajoutée, pertinents**

- **Dans le temps disponible**

Context is King!

Face à la gratuité, l'enrichissement de l'information

- **Editorial**

&

- **Technologique** : web sémantique, rich media…

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Mobilités

- **Iphone**

(game changer)

- **E-book, e-paper**

(si couleur)

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Médias: 6 compétences clés aujourd'hui

- **Savoir jongler avec les plateformes**
- **Etre de vrais « marketers » et spécialistes de leur marché**
- **Savoir bâtir des communautés et gérer l'interactivité**
- **Savoir se servir de la mine d'informations de ses clients**
- **Savoir couvrir l'actualité avec tous les nouveaux outils disponibles et enrichir l'information**
- **Etre un entrepreneur, expérimenter et nouer des partenariats.**

• *(Wellman Media Management Center – Medill School of Management - NorthWester University)*

Merci !

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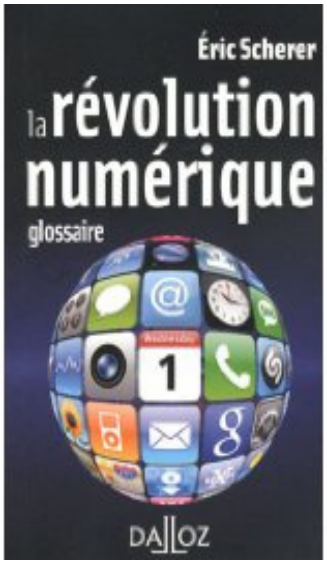
- **Twitter: @EricScherer**

- **Livre : « Révolution Numérique – Glossaire »** *(octobre 09 – Dalloz)*



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